
Making the Most of E-Journal Usage Data

Electronic Resources & Libraries 2008

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MaxData

“Maximizing Library Investments in Digital Collections Through Better Data Gathering and Analysis”

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Talk Outline

- Questions
- Resources
- Examples

Questions

- What's being used? How much?
- What's not being used?
- Where is usage decreasing / increasing?
- Usage patterns?
- Cost/use?
- User's path to full-text?

Resources

- Datasets
- People & Time
- Skills, Software & Services
 - Keyboarding
 - MS Excel spreadsheet
 - MS Access or other relational database
 - Programming
 - Statistical packages
 - Weblog analysis
 - Statistical services for usage data

Datasets

- Vendor usage data
- Link resolver reports
- Proxy server logs
- Locally collected usage data
- Other data provided by vendor
- ILS acquisitions and/or ERMS data
- ILL data

Adding Value to Datasets

- Standardize
- Sort
- Merge
 - Merge same type data from different vendors
- Relate data from other sources
 - Purchase/Subscription data
 - Coverage
 - Vendor title lists
 - Other software

People & Time

- “Time for meaningful analysis is compromised by the time just to gather and record the statistics.” Survey respondent

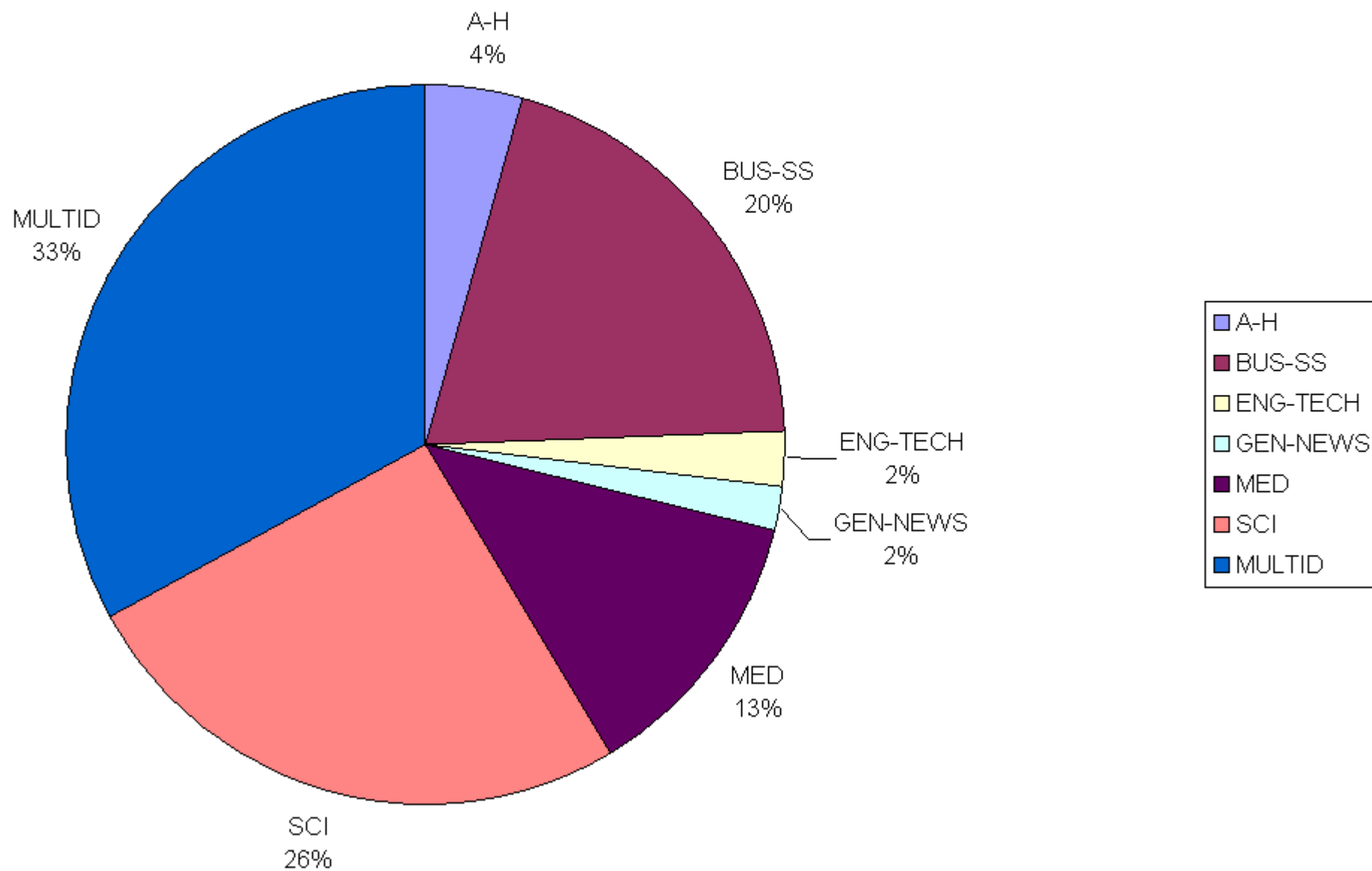
Baker, G. and Read, E. 2008. Vendor-supplied usage data for electronic resources: a survey of academic libraries. *Learned Publishing*, 21: 49-57.

Subject Information

Arts and Humanities - Language & Linguistics

Business, Economy and Management - Business Management |
Business, Economy and Management - General and Others | Business,
Economy and Management - Marketing and Sales | Engineering -
Production Technology

Usage of scholarly titles with ≥ 1 download



Aggregator Collection Usage

Title	YTD Total	Embargo- months	Peer- Reviewed
Daily news 1	15637		0
Professional journal 1	8344		0
Business magazine 1	6327		0
Entertainment magazine 1	5290		0
Entertainment magazine 2	5242	1	0
Education weekly 1	5037	1	0
News Magazine 1	4903		0
Education weekly 2	4862		0
News Magazine 2	4825		0
Daily news 2	4009		0
Professional journal 2	3917		0
Entertainment magazine 3	3795		0
News magazine 3	3746		0
Business magazine 2	3308		0
Science news 1	3209	1	0

Publisher Collection Usage

Journal	YTD 05	YTD 06	YTD 07	Diff- 0507	%Diff- 0507	TOT- 050607	FUND	PRICE	Sub ?	Doc Del (\$22)'07	Price - Doc Del
Science Journal 1	366	544	239	-127	-34.70%	1149	AGRI	\$2,766.00	1	5258.00	-2492.00
Science Journal 2	784	597	512	-272	-34.69%	1893	MICR	\$5,638.00	1	11264.00	-5626.00
Business Journal 1	373	188	244	-129	-34.58%	805	BUAD	\$1,119.00	1	5368.00	-4249.00
Engineering Journal 1	41	71	27	-14	-34.15%	139	ENGR	\$1,742.00	1	594.00	1148.00
Business Journal 2	170	93	113	-57	-33.53%	376	BUAD	\$967.00	1	2486.00	-1519.00
Medical Journal 1	798	665	531	-267	-33.46%	1994	VMD0	\$835.00	1	11682.00	-10847.00
Social Science Journal 1	3	1	2	-1	-33.33%	6	HIST	\$593.00	1	44.00	549.00
Business Journal 1	21	27	14	-7	-33.33%	62	BUAD	\$565.00	1	308.00	257.00
Science Journal 3	72	58	48	-24	-33.33%	178	EEB0	\$5,158.00	1	1056.00	4102.00
Science Journal 4	843	466	566	-277	-32.86%	1875	PHAS	\$10,949.00	1	12452.00	-1503.00
Science Journal 5	102	103	69	-33	-32.35%	274	GEOS	\$1,100.00	1	1518.00	-418.00
Science Journal 6	372	840	252	-120	-32.26%	1464	CHEM	\$9,180.00	1	5544.00	3636.00
Science Journal 7	137	116	93	-44	-32.12%	346	PHAS	\$16,166.00	1	2046.00	14120.00

Publisher Collection Usage

Journal	YTD 05	YTD 06	YTD 07	Diff-0507	% Diff-0507	TOT-050607	FUND	PRICE	Sub ?	Doc Del (\$22)	Diff-Doc Del
Science Journal 1	517	561	655	138	26.69%	1733	CHEM	\$7,586.32	1	14410.00	-6823.68
Medical Journal 1	160	248	203	43	26.88%	611	NUTR	\$548.00	1	4466.00	-3918.00
Medcal Journal 2	291	417	372	81	27.84%	1080	NURS	\$313.00	1	8184.00	-7871.00
Science Journal 2	124	190	159	35	28.23%	473	BIOL	\$3,601.00	1	3498.00	103.00
Engineering Journal 1	124	201	159	35	28.23%	484	ENGR	\$3,205.00	1	3498.00	-293.00
Science Journal 3	646	683	830	184	28.48%	2159	MICR	\$2,383.00	1	18260.00	-15877.00
Business Journal 1	14	42	18	4	28.57%	74	BUAD	\$285.00	1	396.00	-111.00
Science Journal 4	1361	1505	1751	390	28.66%	4617	GEOS	\$2,813.00	1	38522.00	-35709.00
Science Journal 5	1045	1296	1354	309	29.57%	3695	GENA	\$3,838.80	1	29788.00	-25949.20
Science Journal 6	53	116	69	16	30.19%	238	CHEM	\$2,105.00	1	1518.00	587.00
Business Journal 2	331	297	431	100	30.21%	1059	BUAD	\$2,234.00	1	9482.00	-7248.00

Publisher Collection Usage

1	Journal	YTD 07			FUND PRICE		Sub ?		
472	Social Science Journal 1	173	0.1%	79.7%			0		
473	Business Journal 1	173	0.1%	79.8%			0		
474	Medical Journal 1	173	0.1%	79.8%			0		
475	Medical Journal 2	172	0.1%	79.9%			0		
476	Engineering Journal 1	172	0.1%	80.0%			0	+475/2384 = 19.9%	
477	Science Journal 1	171	0.1%	80.0%	GEOS	\$3,044.00	1		
478	Medical Journal 3	170	0.1%	80.1%			0		

User Path to Full-Text – Report of SFX Sources

- Where do users come from when going through SFX to electronic full-text?
 - Licensed A&I services
 - Freely available databases (PubMed, Google Scholar)
 - Native interface or Metasearch
 - Aggregators that are sources (indexing) and targets (full-text)
 - Library catalog / E-journal A-Z list

SFX Sources

1	Source	Requests	Clickthroughs
2	Total:	83424	51848
3	info:sid/sfx:e_collection	22479	17292
4	info:sid/SP:PSYI	6309	4150
5	info:sid/www.isinet.com:WoK:WOS	6054	4377
6	info:sid/Entrez:PubMed	5624	4119
7	info:sid/google	3416	2396
8	info:sid/EBSCO:rzh (CINAHL)	2638	1875
9	info:sid/EBSCO:aph (ASP)	2386	1623
10	info:sid/CAS:CAPLUS (ChemAbs)	1691	974
11	info:sid/www.isinet.com:WoK:XS	1345	916
12	info:sid/metalib:SILVER_PSYC	1229	588
13	info:sid/SP:BXCD	1147	715
14	info:sid/EBSCO:eric	1077	691
15	info:sid/metalib:PUBMED	1037	657
16	info:sid/El:Compendex	1015	604
17	info:sid/HWW:EDUFT	990	537
18	info:sid/EBSCO:mzh (MLA)	984	608
19	info:sid/metalib:EBSCO_APH	920	707
20	info:sid/EBSCO:bvh (Avery)	864	759

User Path to Full-Text – Report of SFX “Clickthroughs”

- SFX Clickthroughs viewed alongside Vendor Full-Text Downloads can show
 - How many full-text downloads are coming through the FindText service and how many through other means (searching within the database)
 - How embargos may be affecting users (clickthroughs to catalog search or document delivery)

SFX Clickthroughs

Path to Full Text Download

		ISSN	Target/Platform	Title	Sep 06 Clickthroughs /Downloads	Oct 06 Clickthroughs /Downloads	Nov 06 Clickthroughs /Downloads	Dec 06 Clickthroughs /Downloads
1								
2	SFX-FT	0000-0001	EBSCOHOST_BUT	T1	19	14	59	9
3	SFX-FT	0000-0001	JSTOR_ARTS_AIT	T1	3	8	31	7
4	SFX-FT	0000-0001	JSTOR_BUSINES	T1	1	1	5	0
5	SFX-NOFT	0000-0001	LOCAL_CATALO	T1	0	0	2	1
6	SFX-REQ	0000-0001	LOCAL_FAQ	T1	0	1	0	0
7	VENDOR	0000-0001	EBSCOhost-BSP	T1	66	68	132	29
8	VENDOR	0000-0001	JSTOR	T1	58	73	143	35
9								
10	SFX-FT	0000-0002	EBSCOHOST_ACT	T2	2	2	5	1
11	SFX-FT	0000-0002	SYNERGY_BLACK	T2	15	2	9	11
12	SFX-NOFT	0000-0002	LOCAL_CATALO	T2	0	0	1	4
13	VENDOR	0000-0002	EBSCOhost-ASP	T2	20	2	2	0
14	VENDOR	0000-0002	Synergy	T2	12	7	11	12

SFX Clickthroughs Embargoed Titles

				Sep 06 Clickthroughs /Downloads	Oct 06 Clickthroughs /Downloads	Nov 06 Clickthroughs /Downloads	Dec 06 Clickthroughs /Downloads
1		ISSN	Target/Platform	Title			
2	SFX-FT	0000-0003	EBSCOHOST_AC	T3	15	3	8
3	SFX-NOFT	0000-0003	DOCDEL_ILLIAD	T3	4	1	1
4	SFX-NOFT	0000-0003	LOCAL_CATALOG	T3	2	4	7
5	VENDOR	0000-0003	EBSCOhost-ASP	T3	0	0	0
6							

User Path to Full Text – If Vendor Data is Not Available

- Open Access Packages
- Non-COUNTER packages
- Backfiles

SFX Clickthroughs

Open Access Packages

		ISSN	Target/Platform	Title	Sep 06 Clickthroughs /Downloads	Oct 06 Clickthroughs /Downloads	Nov 06 Clickthroughs /Downloads	Dec 06 Clickthroughs /Downloads
1								
2	SFX-FT	0000-0010	DOAJ_DIRECTORY_OPEN_AT	T10	0	0	2	1
3	SFX-FT	0000-0011	DOAJ_DIRECTORY_OPEN_AT	T11	7	2	12	4
4	SFX-FT	0000-0012	DOAJ_DIRECTORY_OPEN_AT	T12	0	0	0	1
5	SFX-FT	0000-0013	DOAJ_DIRECTORY_OPEN_AT	T13	0	1	1	0
6	SFX-FT	0000-0014	DOAJ_DIRECTORY_OPEN_AT	T14	1	0	1	0
7								
8	SFX-FT	0000-0015	PUBMED_CENTRAL	T15	11	2	13	1
9	SFX-FT	0000-0016	PUBMED_CENTRAL	T16	0	0	1	0
10	SFX-FT	0000-0017	PUBMED_CENTRAL	T17	1	1	2	0
11	SFX-FT	0000-0018	PUBMED_CENTRAL	T18	0	2	1	0
12	SFX-FT	0000-0019	PUBMED_CENTRAL	T19	36	3	11	6
13								

SFX Clickthroughs Backfiles

		ISSN	Target/Platform	Title	Sep 06 Clickthroughs /Downloads	Oct 06 Clickthroughs /Downloads	Nov 06 Clickthroughs /Downloads	Dec 06 Clickthroughs /Downloads
1								
2	SFX-FT	0000-0020	ELSEVIER_SD_FREEDOM	T20	0	0	0	4
3	SFX-FT	0000-0020	ELSEVIER_SD_PERGAMO	T20	3	2	16	15
4	SFX-FTBK	0000-0020	ELSEVIER_SD_BACKFILE	T20	2	0	3	0
5	SFX-NOFT	0000-0020	LOCAL_CATALOGUE_EX	T20	0	1	1	1
6	VENDOR	0000-0020	EBSCOhost-ASP	T20	2	2	5	0
7	VENDOR	0000-0020	EBSCOhost-BSP	T20	0	0	0	0
8	VENDOR	0000-0020	ScienceDirect	T20	91	21	34	51
9								
10	SFX-FT	0000-0030	WILEY_JOURNALS	T30	1	0	0	1
11	SFX-FTBK	0000-0030	WILEY_POLYMER_BACKF	T30	5	2	3	3
12	VENDOR	0000-0030	Wiley Interscience	T30	26	34	41	20
13								

Questions?

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